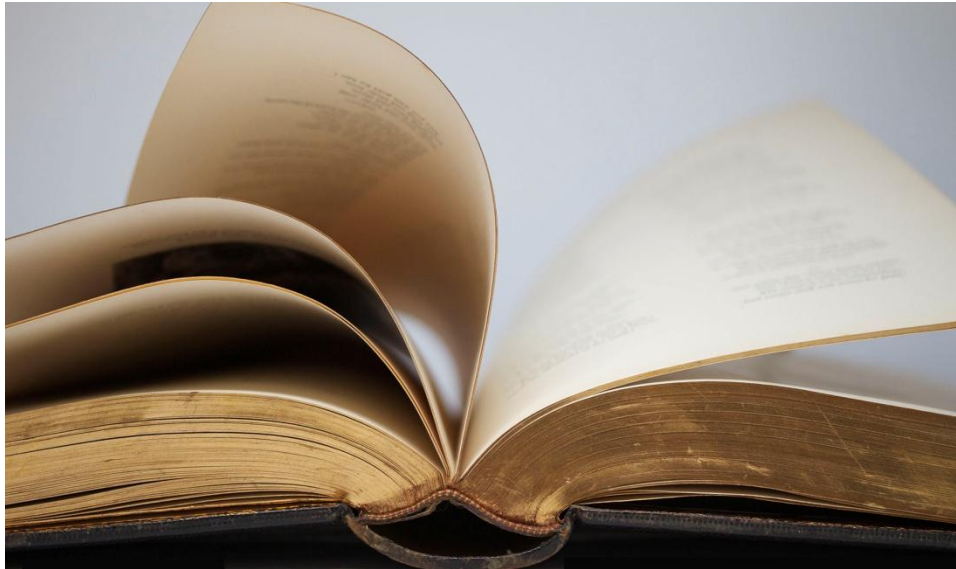


The San Diego Public Library Story

We've Turned the Page to Our Next Chapter



The San Diego Public Library (SDPL) is at a pivotal point in its history. We are poised to open a new state-of-the-art Central Library. We are also facing the rapid pace of technological change and focusing on ramped up hiring to meet increased hours, which went into effect on December 1, 2012. In the midst of all of this major change, SDPL has set a new course for the future.

A New Look...

SDPL has created a new logo to symbolize that we have closed one chapter in our history and opened a new one focused on our future. The new logo calls to mind many things, including the new Central Library's iconic dome, which is already a prominent feature on our skyline. The teal color reflects San Diego's ocean waves and the orange reflects vivid sunsets and sun-drenched hills. The logo suggests hands joining together, echoing the Library's connection to the community and the branch libraries and Central Library's connection to each other. The new tagline, "Discover Your Next Chapter," affirms the Library's commitment to literacy and encourages customers to use their Library to explore their interests and discover their own next chapter.



A New Library...

As we prepare for the opening of the [new Central Library](#) in the summer of 2013, fresh attention is being paid to the San Diego Public Library. With its eye-catching dome and innovative school partnership, the new Central Library is naturally drawing notice. It is already becoming a symbol in the community for literacy and learning. With more than double the square footage of the current Central Library, it will be a premier community gathering place and expand opportunities for San Diegans and visitors alike to come together to hear great music, appreciate art, discuss critical issues, work on a computer, or just linger over a good book. The move to this new building will not just be a move for the Central Library. It also represents a rebirth for the entire San Diego Public Library system. SDPL's new logo reflects this new mindset. The new domed library draws attention to San Diego's branch libraries and will help open a new chapter for the entire library system. As a testing ground for new services, the Central Library paves the way to provide exciting programs and services to branch libraries. And new branch library buildings are being designed and are just over the horizon.



A New Era....

We are now collectively setting the direction that will constitute a new era for our library system. At the heart of setting this direction is remembering our core services, while adapting to our evolving internal and external environment. It will mean that we focus on what we already do well, including literacy leadership, creating inviting community spaces, and making connections to knowledge and each other. It will also require our continued commitment to being technology facilitators in the growing connection between technology and the development and dissemination of information. See more information about the [new Central Library's Innovative Technology](#) that is fulfilling this commitment. Find out more about [Who We Are](#) and our commitment to the future of our community.



**We Stand Ready to Help You
Discover Your Next Chapter!**